

Great Falls

**Convention & Visitors Bureau
Marketing Plan**

Fiscal Year 2008-2009

July 1, 2008 – June 30, 2009

GREAT FALLS CONVENTION & VISITORS BUREAU FISCAL YEAR 2008/2009 MARKETING PLAN

July 1, 2008- June 30, 2009

Purpose

To deliver positive marketplace recognition and encourage economic and cultural growth through the promotion of the city and region's businesses and attractions as sites for conventions, motor coach tours, as well as a destination for leisure travelers. Provide quality experiences for both resident and nonresident visitors in an effort to continue to enhance the Tourism Advisory Council's vision and support the Montana Tourism & Recreation Strategic Plan.

Identity of the Area, as identified by the Great Falls CVB

Great Falls provides a dynamic collection of venues promoting the arts, history, culture and the reflection of a pure Montana experience. Great Falls is nestled near the Rocky Mountain Front with the Missouri River running through the community.

Strengths that distinguish Great Falls include:

- Cultural attractions such as the C.M. Russell Museum, Paris Gibson Square Museum of Art, The History Museum, and Malmstrom Museum and Outdoor Air Park.
- Historical attractions such as the Lewis and Clark National Historic Trail Interpretive Center, First Peoples Buffalo Jump State Park, Tour de Great Falls, Historic Walking Tours, and the Great Falls Historic Trolley.
- Parks and Trails including the Great Falls of the Missouri, River's Edge Trail, The Lewis and Clark Portage, Giant Springs Heritage State Park, the Electric City Waterpark and Flow Rider, Riverside Railyard Skate Park and the Hands of Harvest Trails.
- Annual events including Cruisin' the Drag, Lewis and Clark Festival, Bluegrass on the Bay, Riverfest, and the C.M. Russell Auction.

- Abundant recreational opportunities such as fishing, boating, camping, hiking, hunting, golfing, rafting, kayaking, canoeing, skiing, snowmobiling, and snowshoeing.
- Convenient access to water recreation including the Missouri River and its tributaries.
- Excellent location between Glacier and Yellowstone National Parks.
- Close proximity to the Rocky Mountain Front and the Upper Missouri River Breaks National Monument.
- Location near Canada and a strong Canadian dollar.

Weaknesses and Challenges of Great Falls include:

- Long driving distance from U.S. population centers.
- A need to develop more year-round visitor attractions and more activities in the shoulder seasons.
- The lack of winter destination resort and in some years a lack of winter.
- Cost of airfare and limited flight schedules
- Loss of Big Sky airlines
- Limited convention and event facilities
- Small marketing budget combined with increasing media costs.

Fiscal Year 2009 Goals

- 1) *Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low impact visitors.*

Increase year-round arrivals and expenditures of visitors by raising their overall level of awareness of Great Falls attractions and activities.

Great Falls' 2007 calendar year lodging tax revenues were split as follows:

- 19% January – March
- 24% April – June
- 33% July – September
- 24% October – December.

The greatest opportunities for increasing revenue are in the 1st 2nd, and 4th quarters.

- 2) *Stretch our marketing dollars by participating in joint ventures with other Montana tourism organizations and businesses.*

Reach more potential visitors in a more efficient manner by continuing to partner with Russell County and Travel Montana, combining our dollars to eliminate unnecessary duplication and strengthen our marketing presence.

- 3) *Reach more potential visitors in an efficient manner utilizing Internet marketing opportunities.*

The number of people using the internet to plan their vacations continues to increase. We will maintain and continue to update our website to inform visitors about the area and entice them to request further information.

- 4) *Gain feature stories in regional and national consumer publications about art, culture, recreation, and historic events that address and enhance the concept of our Western history, culture, and adventure theme.*

Great Falls will do a minimum of one press trip in FY09 and will encourage partnerships with Travel Montana and Russell Country on press trips that will travel through Great Falls.

- 5) *Fill soft and shoulder seasons by bringing conventions and events to Great Falls.*

We will continue to attend Convention tradeshowes using our Recruitment Folder to promote Great Falls as a meeting and convention destination.

How this Plan supports the 5-year statewide tourism strategic plan

Great Falls FY09 Marketing Plan supports Montana's 2008-2012 Five-Year Strategic Plan as follows.

2008-2012 Statewide Strategic Plan Goals and Objectives:

Goal 1 – Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

- 1.1 Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans, and track/report results.
- 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2d Statewide, generate publicity about Montana destinations worth an advertising equivalency of 14 million annually.
- 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

Goal 4 – Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- 4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Fiscal Year 2009 Measurable Objectives

- 1) Increase the amount of lodging tax collections in FY09 by 6%.
- 2) Reach a minimum of 125,000 visitors by advertising in the Russell Country Travel Planner in lieu of producing a separate Great Falls Travel Planner.
- 3) Participate in a minimum of two joint venture marketing opportunities with Travel Montana and other bed tax funded entities.

- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.
- 5) Develop public relations strategies to obtain at least 2 feature stories in regional publications.
- 6) Attend at least 2 separate Convention and Event trade shows in FY09.
- 7) Bid and secure at least two events or conferences to be held in Great Falls with attendance for each over 500.

Target Geographic Markets

The Great Falls CVB will target the following geographic markets: California, Washington, Illinois, Nevada, Wyoming, Colorado, Oregon, Minnesota, Idaho, Texas, Utah, North Dakota, South Dakota and Canada, primarily Alberta.

Target Demographics

A) *Convention Meeting Planners* who seek to book small-to medium-sized conventions.

B) *Leisure and business travelers* who enjoy wildlife viewing, fishing, outdoor adventure, scenic drives, culture and heritage, hunting, winter sports, RVing, camping, golfing, educational vacations, Elderhostels, dinosaur attractions, train travel, and Native American culture and events.

Marketing Methods

1. **Magazine Advertising:** Combine a portion of our media dollars with Russell Country to increase the visibility of our ads and gain more inquiries. These ads will promote the recreational, historical and cultural attractions in Great Falls and Russell Country in both regional and national publications.
2. **Advertising in the Russell Country Travel Planner:** Purchase three pages of ad space in the Russell Country Travel Planner, continuing to replace the need for our own Travel Planner.
3. **Photo Library:** Build a photo library of Great Falls area images to be used in any advertising and publications we create.
4. **Event Promotion:** Events to be promoted will be based on their uniqueness and the propensity for visitors to travel to the event and overnight in Great Falls.
5. **Collateral Material:** Produce and distribute a Great Falls brochure promoting the

recreational, historical and cultural attractions in Great Falls.

6. ***Internet Advertising and Website Updates*** – As seasons and events in Great Falls change we will update our website. The majority of our advertising will drive traffic to our website. Our goal is to have visitors return to our site frequently and spend more time navigating the various pages. We will also continue search engine optimization.
7. ***Familiarization Trips*** – participate in organized FAM Tours either individually or in partnership with other CVBs, regions, or Travel Montana.

Group Tour operators

- 1) While not specifically outlined in this marketing plan, we will reach group tour operators by supporting marketing efforts of Travel Montana to this segment.

Convention and Meeting Planners

- 1) Distribute our convention and meeting recruitment folder as requested. These folders feature custom, detailed information on all facilities and attractions in Great Falls.
- 2) Continue to enhance the meeting and convention planners section of our website.
- 3) Attend and/or participate in at least two trade shows specializing in meetings, conventions, and/or events
- 4) Participate in joint venture meeting and convention print advertising opportunities with Travel Montana, other CVB's, and Regions.
- 5) Purchase Internet advertising to target and drive convention planners to our website.
- 6) Continue to update and use our recruitment folder for meeting and convention leads. Create a CD of our recruitment folder to be handed out at tradeshow and sent to meeting planners requesting information.

Identify projects you would eliminate or reduce if revenue decreased by 10%.

Administration, accordingly
Opportunity Marketing
Joint Ventures

Funds Reserved for Future Years' Projects: None

Great Falls Convention & Visitors Bureau FY2008-2009 Budget

Project Description/Category	FY08/09 Budget Total
Consumer Marketing:	
Russell Country Travel Planner Ad Placement	\$6,000.00
Creative for planner ads	\$1,000.00
Print Ad Campaign	\$15,000.00
Creative for ad campaign	\$2,000.00
Great Falls Brochure	
Print collateral	\$10,500.00
Creative for collateral	\$4,500.00
Brochure Distribution	\$1,000.00
Event Promotion	\$6,000.00
Photo Library	\$2,000.00
Total	\$48,000.00
Internet Site Updates:	
Website Design Updates	\$4,500.00
Internet Advertising	\$11,000.00
Total	\$15,500.00
Public Relations:	
FAM Trips	\$4,000.00
Convention & Event Marketing:	
Trade Shows	\$10,000.00
Bidding and Recruitment	\$14,000.00
Print Ad Placement	\$5,000.00
Internet Ad Placement	\$7,000.00
Total	\$36,000.00
Joint Ventures	\$12,532.00
Opportunity Marketing:	\$15,000.00
TAC Meetings:	
Travel/Expenses	\$1,500.00
Marketing Support:	
Administration (20% \$107,664)	\$21,533.00
Visitor Information Center	\$15,000.00
Telemarketing/Fulfillment:	
800 Line	\$600.00
Postage	\$3,000.00
Total	\$3,600.00
Total Budget Requested	\$172,665.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Print Ad Campaign

Application Completed by: Jennifer Heintz

Approval Requested
<input type="checkbox"/> Final
<input checked="" type="checkbox"/> Preliminary

Need for the project:

The Great Falls CVB will analyze magazines whose demographics include the target audience described in Montana's 5-year Strategic Plan, as well as those that have a proven success record for Russell County or Montana as a whole. We will study editorial calendars to find magazines that will be publishing editorial related to Great Falls and our vacation product (i.e., history and heritage travel, western-style vacations, paleontology, and outdoor recreation). We would like to advertise in the Glacier Park map brochure with Certified Folder distribution. We will request approval on this project once the details are finalized.

A request will be made for final approval once the media plan is finalized.

Objectives in marketing plan that support this project

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%.
- 3) Participate in a minimum of two joint venture marketing opportunities with Travel Montana and other bed tax funded entities.
- 4) Increase the number of visitor sessions to our website in FY09 by 10%

Portions of Marketing Plan supporting this project:

FY09 Goals #1, #2

This project supports the following Strategic Plan Goals:

- #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: Print Ad Campaign

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional Services:			
Media Placement	\$15,000		\$15,000
Ad Creative	\$2,000		\$2,000
Project Total	\$17,000		\$17,000

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Russell Country Travel Planner Ads

Application Completed by: Jennifer Heintz

Approval Requested

 X **Final**

 Preliminary

Need for the project:

The Great Falls CVB will continue to maintain a large presence in Russell Country's Travel Planner promoting our area to visitors. We will place a full-page ad on the inside front cover of the Russell Country Travel Planner, plus 2 full ad pages in the travel planner. We believe that most travelers visiting Russell Country also include a visit to Great Falls.

Three full page ads were designed last year and minor modifications will be made to the existing creative. The ads drive visitors to our website.

Objectives in Marketing Plan that support this project

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%
- 2) Reach a minimum of 125,000 visitors by advertising in the Russell Country Travel Planner.
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.

Portions of Marketing Plan supporting this project:

FY09 Goal #1

This project supports the following Strategic Plan Goal(s):

#1 -Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: RUSSELL COUNTRY TRAVEL PLANNER CONSUMER AD PLACEMENT

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Media Placement	\$ 6,000.00		\$ 6,000.00
Advertising Creative	\$ 1,000.00		\$ 1,000.00
PROJECT TOTAL	\$ 7,000.00		\$ 7,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Great Falls Brochure

Application Completed by: Jennifer Heintz

Approval Requested

☒ **Final**

☐ **Preliminary**

Need for the project:

We will produce a four-color brochure for the Great Falls community highlighting recreational, historical, and cultural attractions. It will be distributed on Certified Folder routes that feed visitors into the area and it will be used as a fulfillment piece to those who inquire after seeing our ads.

Objectives in Marketing Plan that support this project

1) Increase the amount of Accommodation Tax collections in FY09 by 6%

4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.

Portions of Marketing Plan supporting this project:

FY09 Goal # 1

This project supports the following Strategic Plan Goal(s):

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: CONSUMER MARKETING, COLLATERAL MATERIAL

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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GREAT FALLS BROCHURE

Professional Services

Account Management

Copywriting

\$500.00

\$1,200.00

\$500.00

\$1200.00

Layout/Design	\$2,200.00	\$2200.00
Photo scans	\$200.00	\$200.00
Production/Planning/Supervision	\$400.00	\$400.00
Printing	\$10,500.00	\$10,500.00
Distribution	\$1,000.00	\$1,000.00
PROJECT TOTAL	\$ 16,000.00	\$ 16,000.00

PRINTED MATERIAL:

Publication: Great Falls Brochure

Quantity: 20,000 brochures

Size: 9" x 16" - 4 panel

Folding to 4" x 9"

4/4 with bleeds aqueous coating

100# coated white text

Ad Sales: No

Distribution Plan (areas and method): Certified Folder - Glacier Route, Helena/Great Falls Route, Missoula Route

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Event Promotion

Application Completed by: Jennifer Heintz

Approval Requested

_____ **Final**

___**X**___ **Preliminary**

Need for the project:

The Great Falls CVB will continue a project to promote at least one of our unique events. For the past two years we have selected events and promoted them to our target markets. Last year we were also able to incorporate packages on our website promoting the event and lodging facilities. For FY09 we will select an event that has potential for growth in attendance and that has the propensity to draw people who will stay overnight.

Once the event is identified, media placement details will be submitted for final approval.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY09 by 6%

4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.

Portions of Marketing Plan supporting this project:

FY09 Goal # 1

This project supports the following Strategic Plan Goal(s):

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: EVENT PROMOTION

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
CONSUMER MARKETING			
Event Promotion	\$ 6,000.00		\$ 6,000.00
PROJECT TOTAL	\$ 6,000.00		\$ 6,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Photo Library

Application Completed by: Jennifer Heintz

Approval Requested

☒ **Final**

☐ **Preliminary**

Need for the project:

The Great Falls CVB currently has limited photo selection to use for print pieces, ad design, website design or in response to those writing editorial about the area. We will select an area photographer to begin building a digital photo library covering four seasons in the community. A list of desired photos will be prepared for the photographer and we will have unlimited use of the photos delivered.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY09 by 6%

4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.

Portions of Marketing Plan supporting this project:

FY09 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: PHOTO LIBRARY

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Professional Services	\$2,000.00		\$2,000.00
PROJECT TOTAL	\$2,000.00		\$2,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Internet Advertising and Website Updates

Application Completed by: Jennifer Heintz

<u>Website Design Updates</u>
Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

<u>Internet Advertising</u>
Approval Requested
<input type="checkbox"/> Final
<input checked="" type="checkbox"/> Preliminary

Need for the Project:

The Great Falls CVB continually updates information on our website. The site is designed to encourage interest and visitation from tourists and meeting/convention planners. The site will continue to reflect the personality of the city, and our history, culture and adventure theme.

We will drive traffic to our site by our web based advertising, search engine optimization and links through other websites. All advertising and the new Great Falls brochure to be developed will drive traffic to our website.

Once identified, ad placement details will be submitted for final approval.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.

Portions of Marketing Plan supporting this project:

FY09 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: INTERNET ADVERTISING & WEBSITE UPDATES

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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WEBSITE DESIGN UPDATES	\$ 4,500.00		\$ 4,500.00
Production/Planning	\$ 500.00		\$500.00
Site Design/Site Production	\$4,000.00		\$4,000.00
 INTERNET ADVERTISING	 \$11,000.00		 \$11,000.00
 PROJECT TOTAL	 \$15,500.00		 \$15,500.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: FY09 Public Relations – Press/FAM Trips

Application Completed by: Jennifer Heintz

Approval Requested

_____ **Final**

_____ **X** _____ **Preliminary**

Need for the Project:

The Great Falls CVB will determine themes and seasons to highlight for Press/FAM trips. We will work closely with Travel Montana and also Russell Country to partner and develop itineraries to showcase Great Falls' attractions and events. We will do a minimum of two group Press/FAM trips in FY09. We will also work with Travel Montana on requests they receive for individual writer assistance.

Final details will be submitted for Press/FAM trips once they are identified.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY09 by 6%

5) Develop public relations strategies to obtain at least two feature stories in regional publications.

Portions of Marketing Plan supporting this project:

FY09 Goal #1, #4

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#1.2.d Statewide, generate publicity about Montana destinations worth an advertising equivalency of 14 million annually.

#4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: FY 09 PUBLIC RELATIONS-FAM TRIPS

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Press/Fam Trips			
Press/Fam Trips	\$ 4,000.00		\$4,000.00
PROJECT TOTAL	\$ 4,000.00		\$ 4,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention & Events Marketing

Application Completed by: Jennifer Heintz

Approval Requested
_____ Final
_____ X Preliminary

Need for the Project:

Trade Shows

Our goal is to create an image of Great Falls as a meeting and convention destination. We will attend a minimum of two trade shows targeting convention and meeting planners. Once results of FY08 trade show marketing efforts are analyzed, we will select our shows for FY09. We will work to book conventions of at least 500 attendees.

Bidding and Recruitment

This portion of the project includes minor updates to our recruitment folder produced in FY07, production of a CD of the recruitment folder, required trade association membership dues, promotional items to be given to trade show attendees and convention tote bags.

Print Ad Placement

The Great Falls CVB will continue print advertising partnerships with Travel Montana in Convention, Events, and/or Meeting Publications. If other opportunities for print advertising become available and budget is sufficient, details will be submitted for final approval.

The print ad will drive leads to a specific greatfallscvb.visitmt.com URL. The website provides detailed information about Great Falls with a link to our recruitment folder, additional attractions, upcoming events and lodging facilities. We will track and monitor the number of click throughs to the site.

Internet Advertising Placement

To drive traffic to our website, we will place banner ads and purchase links on other websites.

This Internet advertising placement will drive leads to a specific greatfallscvb.visitmt.com URL. We will track and monitor the number of click throughs to the site.

Details for Convention and Event marketing will be submitted for final approval once opportunities are identified and results are reviewed from our current marketing efforts.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.
- 6) Attend at least two separate Convention and Event trade shows in FY09.
- 7) Bid and secure at least two events or conferences to be held in Great Falls with attendance for each over 500

Portions of Marketing Plan supporting this project:
FY09 Goals #1, #2, #3, #5

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: CONVENTION AND EVENT MARKETING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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CONVENTION & EVENT MARKETING			
Trade Shows	\$ 10,000.00		\$ 10,000.00
Bidding and Recruitment	\$14,000.00		\$14,000.00
Print Ad Placement	\$ 5,000.00		\$ 5,000.00
Internet Ad Placement	\$ 7,000.00		\$ 7,000.00
 PROJECT TOTAL	 \$36,000.00		 \$36,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Visitor Information Center Funding

Application Completed by: Jennifer Heintz

Approval Requested

☒ **Final**

☐ **Preliminary**

Need for the project:

The Great Falls Visitor Information Center (VIC) is currently operated by the City of Great Falls. We will support the City's efforts with financial assistance in the amount of \$15,000. We established this partnership with the City of Great Falls in FY08.

The primary services of the VIC are:

- Provide services for visitors to Great Falls
- Provide information and services to encourage visitors to stay extra days

Future goals of the VIC include:

- To continue working with Russell County, Chamber of Commerce, and the Convention & Visitors Bureau to provide tourism services for the community as well as service to new residents and existing residents.
- Explore ways to improve the facility and services.

The Great Falls Visitor Information Center is located at

15 Overlook Drive

Great Falls, MT 59405

Website: www.visitgreatfalls.net

The VIC operating hours are as followed:

May 1-Sept. 30 9am-6pm 7 days a week

October 1-April 30 10am-4pm 7 days a week

The VIC employs two part-time staff personnel.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY09 by 6%.

Portions of Marketing Plan supporting this project:

FY09 Goal 1

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: VISITOR INFORMATION CENTER FUNDING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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VISITOR INFORMATION CENTER FINANCIAL ASSISTANCE	\$ 15,000.00		\$15,000.00
PROJECT TOTAL	\$ 15,000.00		\$15,000.00